



## Shoppers' Perception of Retail Convenience in Traditional and Online Shopping in Benin City, Nigeria

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### Abstract

This study empirically examined shoppers' perception of retail convenience in traditional and online shopping. It specifically aimed at ascertaining whether differences exist in shoppers' perception of retail convenience in traditional and online shopping. A 27- item questionnaire was developed to measure the four different dimensions of retail convenience-access, search, transaction and possession. It was administered on a sample of 500 respondents consisting of shoppers in traditional and online stores in Benin City. Overall, 423 copies of the questionnaire were returned and found usable giving 84.6 percent response rate. The balance could not be retrieved from the respondents despite repeated reminder while some were not available at home despite several calls on them. Data obtained were coded and analyzed using means, standard deviation, frequency distributions and T-test. The findings revealed that online shoppers have a more favorable perception of access convenience and search convenience than traditional shoppers. Similarly, traditional shoppers have a more favorable perception of the transaction convenience and possession convenience than online shoppers. The paper, therefore, recommends that traditional and online retailers should emphasize retail convenience as these constructs are crucial for developing retail convenience and serve as a source for competitive advantages. In addition, online and traditional retailers should embark on regular training of their employees to equip them with professional, technical and interpersonal skills and knowledge that would help to meet the expectations of shoppers adequately and to perform their duties effectively. This will, in turn, improve the quality of services provided by online and traditional retailers and, by extension, lead to shoppers' convenience and satisfaction. Effective and efficient supervision of employees that provide guidance and support for day-to-day activities would improve the quality of services provided by the employees.

**Keywords:** Access Convenience, Online Shopping, Shopping Convenience, Shoppers' Perception, Traditional Shopping

**JEL Classification:** M1, M2

**Paper Classification:** Research Paper

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## Introduction

Before 1980, the only option available for shopping was traditional market (Li, Lu & Talebian, 2015). Although it was possible to use catalog, with the birth of the Internet, a new method which is online shopping has become possible and is getting more and more widespread. Ariff, Sylvester, Zakuan, Ismail, and Ali (2017) note that buying goods online has gained popularity due to advancement in Internet and it is the fourth most prominent Internet activities after e-mail, using direct messaging and browsing using the web. Nowadays, online shopping holds the attention of the retail market as millions of people shop online (Sivanesan, Monisha, Babisha & Abisha, 2017).

The development that has taken place in Internet technology makes online shopping more attractive than the traditional mode of shopping that consumes so much time (Akinbode, Ekpudu, Ojo, & Are, 2016). With online shopping, the problem of collecting information with traditional shopping mode is eliminated and shoppers use their time effectively (Ekwueme & Akagwu, 2017). Instead of moving from one shop to another to compare prices and other products attributes, shoppers can collect the necessary information to make informed choice through the Internet (Vasic, Kilibarda, & Kaurin, 2019).

The upsurge in the use of the Internet has shifted current retailing activities from traditional store-based to shopping online (Keen, Wetzels, Ruyter, & Feinberg, 2002; Skiver & Godfrey, 2017). However, in a country such as Nigeria, a lot of goods are still purchase from traditional shops and malls thereby still making the traditional mode of shopping significant (Falode, Amubode, Adegunwa, & Ogunduyile, 2016). This contemporary means of shopping and the traditional mode are different in terms of opportunity, merits and demerits for buyers and sellers (Falode et al., 2016). Online shopping appears to offer more satisfaction to modern day's shoppers searching for convenience, comfort and speed.

The Internet has considerably changed the way modern businesses are conducted (Doherty & Ellis-Chadwick, 2006). Some of the shopping activities previously carried out via traditional methods are now being conducted online. A large number and different kind of firms and organizations are now taking advantage of creating and running their businesses on the Internet (Jiang, Yang, & Jun, 2013). Purchasing goods online is a relatively new channel, so the behavior of the consumer as it concerns shopping online is also diverse in nature when juxtaposed to traditional consumer behavior. The interest of marketers is also increasing in studying this emerging means of shopping with the aim of unraveling what motivates shoppers to shop online.

While a lot of studies have been conducted with respect to online shopping and online shopping behavior (Alley, 2010; Dost, Khyzer, Illyas, & Abdul-Rehman, 2015; Gabriel, Ogbuigwe, & Ahiauzu, 2016; Jiang, Yang, & Jun, 2013; Katawetawarakas & Wang, 2011), studies comparing online shopping and traditional shopping have typically been fragmented. Most of the studies (Beauchamp & Ponder, 2010; Goldsmith & Flynn, 2005; Li, Lu, & Talebian, 2015; Nargesi, Jamali, Babaei, Zadeh, Mousavi, & Mousavi, 2013; Schramm-Klein, Swoboda, & Morschett, 2007; Siddiqui & Tripathi, 2016; Sivanesan et al., 2017) that have attempted to compare the two modes of shopping were done in western countries with little or no empirical study on the subject in Nigeria. The study by Falode et al. (2016) concentrated only on traditional and online shopping motivation of apparel consumers in Ibadan Metropolitan area, Nigeria. There is a need to fill this gap by taking a step further to examine online shopping and traditional shopping in Benin City across different kinds of goods.

Furthermore, Falode et al. (2016) noticed that the preponderance of studies on online shopping centers on shoppers in the United States; only a minute study considered shoppers in Great

Britain and Africa with little or none among Nigerian shoppers. Liu, Burns and Hou (2013) assert that comparative study of online and traditional shopping is still at a rudimentary stage. They advocate more research to compare online and traditional shopping. Consequently, the study intends to fill these gaps by empirically comparing online and traditional shopping in Benin City. The objective of the study, therefore, is to compare shoppers' perceptions of access, search, transaction and possession convenience in online shopping and traditional shopping.

## Review of Literature

### Traditional Shopping and Online Shopping

Shopping is part of everyday life. Generally, shopping can be divided into two types: traditional shopping and online shopping. Both have some merits and demerits respectively. The traditional shopping is the exchange of goods and services between the buyer and seller on one-on-one basis (Salomon & Koppelman, 1988). It means the purchase of goods from traditional businesses that have a physical presence in the form of storefronts, factories, warehouses and deals with its customers one-on-one. It involves buying of goods from traditional channels such as supermarkets, open market, convenience stores, departmental stores and shopping malls other than Internet buying (Reddy & Laxmi, 2014).

Improvements in information and communication technologies and the development of the Internet have changed business activities allowing new ways of transacting business referred to as online shopping (Zwass, 2003). Online shopping belongs to the general family of electronic commerce (Gabriel, Ogbuigwe, & Ahiauzu, 2016). It involves the acquisition of goods and services from a seller using a computerized system (Laudon & Laudon, 2006). It is a process and consists of different steps just like in the physical method of shopping (Varma & Agarwal, 2014).

### Dimensions of Retail Convenience in Online Shopping

The idea of convenience was proposed by Copeland (1923) in marketing literature. It is the ability to reduce shoppers' non-monetary costs, that is, time, energy and effort when purchasing or consuming goods and services (Berry, Seiders, & Grewal, 2002; Farquhar & Rowley, 2009; Seiders, Berry, & Gresham, 2007). Seiders, Berry, and Gresham (2000) identified four dimensions of convenience applicable to retailers in the literature. These dimensions are briefly explained in the next section.

#### Access Convenience

This is the simplicity and quick response with which shoppers can get to the retailer or vendor (Seiders et al., 2000). It consists of the effort and time needed by the shoppers to initiate service delivery. It is very important as an element of retail convenience because if the shopper has no access to the retailer, he/she may not have the chance to make a purchase decision. The transaction will not be completed; neither can they possess the desired product (Changa & Polonsky, 2012). Consequent upon the literature review the following hypothesis was put forward that:

$H_{01}$ : There is no significant difference in shoppers' perceptions of access convenience in online and traditional shopping

#### Search Convenience

Search convenience has to do with the ease and swiftness of action shoppers recognize and

choose goods and services they want to purchase (Seiders et al., 2000). It involves conveying information successfully to shopper, store display and arrangement, demonstrating product to shoppers as well as having knowledgeable salespeople (Vasic, Kilibarda, & Kaurin, 2019). Consequent upon the literature review the following hypothesis was put forward that:

H<sub>02</sub>: There is no significant difference in shoppers' perceptions of search convenience in online and traditional shopping.

### Transaction Convenience

Transaction convenience is the rate at which shoppers can affect or adjust transaction (Seiders et al., 2000). Thus, online store that have good policies regarding quick checkout and liberal return strategies will have an edge in transaction convenience over others that do not. Traditional shoppers for example, normally spend quality time queuing to complete transaction because the checkout procedure usually comes at the end of shopping exercise. This procedure often makes shoppers frustrated simply because they have to spend more time and effort for the transaction to be completed. Based on literature review, the study hypothesized that:

H<sub>03</sub>: There is no significant difference in shoppers' perceptions of transaction convenience in online and traditional shopping.

### Possession Convenience

Possession convenience is the ease and swiftness of action deployed by shoppers to secure goods and services that they desired (Seiders et al., 2000). One of the major reasons most shoppers prefer traditional store to online stores is the ability to take delivery of the products immediately (Alba, Lynch, Weitz, Janiszewski, Lutz, Sawyer, & Wood, 1997). Thus, this study proposed that:

H<sub>04</sub>: There is no significant difference in shoppers' perceptions of possession convenience in online and traditional shopping.

### Theoretical Framework for the Study

The theory of Technology Acceptance Model (TAM) advanced by Davis (1989) provides the theoretical guide for the study. The theory tries to describe how individuals learn to admit and are prepared to take on new technology. Perceived usefulness and ease of use were identified as the major factors responsible for successful technology acceptance. In real life situation, the theory has been useful for learning acceptance for information system and computer technology. According to Davis, perceived usefulness is a person's perception of how the new technology can advance and augment his life (Davis, 1989). Perceived ease of use is user's perception regarding the simplicity with which the consumer can learn and maneuver the new technology. The theory assumed that these two factors, that is, perceived usefulness and ease of use are dependent on variables that are exterior such as social factors, demographics attributes, cultural issues and so on which necessarily influence the perceived beliefs of individuals. Gefen, Karahanna, and Straub (2003) note that convenience is a powerful motivator for shoppers because they regard traditional shopping as inconvenience and their propensities towards online shopping are greater (Chiang & Dholakia, 2003; Ahuja, Gupta, & Raman, 2003).

### Conceptual Framework

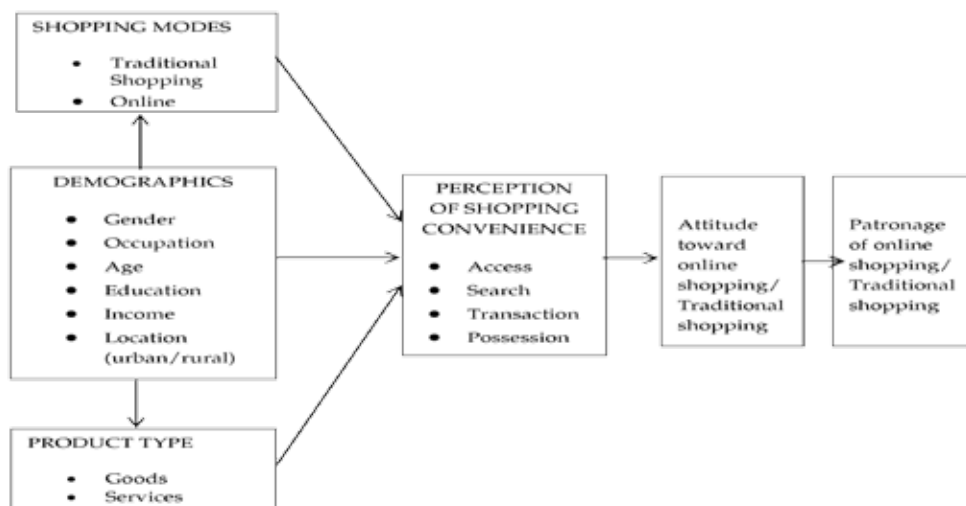
After extensive review of the literature a framework was developed for the study as depicted in Figure 1. The framework for the study comprises three independent and one dependent variable.

The three independent variables are shopping modes which are traditional shopping and online shopping, shoppers' demographics such as gender, occupation, age, education, income, location and shopping experience and product type that is, shopping for goods. All these variables add up to give a combined effect of overall perception of shopping convenience. The framework suggests that perception of shopping convenience depends on shopping modes, shoppers' demographics and product type. Whether a shopper will buy online or in traditional is affected by their perception of shopping convenience.

The model further proposes that shopping modes are influenced by shoppers' demographics. With respect to gender, it is not known whether male shoppers will be more favorably disposed towards online shopping than their female counterparts. The study hoped to find out the true position. With respect to occupation, workers that are too busy with their work from dusk to dawn have the tendency to shop online. In terms of age, younger individuals are more likely to buy goods in online than older people. They are more active in Internet activities in general and online shopping than older people. With respect to education, educated people may buy online than uneducated people because online shopping requires some level of education to be able to participate in it. As regards income, low income earners and students may participate more in online shopping than high income earners in order to take advantage of low prices and discounts offer by online retailers. Shopping experience is another influence on shopping modes. Shoppers who are experienced in online shopping will favor online store than traditional store while shoppers with little or no experience with online shopping will patronize traditional stores. Product type, which is shopping for goods, is equally influenced by shopper's demographics. That is, whether a shopper will buy goods online or not is influenced by demographic variables.

The study, however, is not concerned about attitude toward online shopping/traditional shopping and patronage of online shopping/traditional shopping and service under the product type as depicted in the model. Similarly, we are also silent on the location of the shoppers under the demographic variables. They are only included in the model to show all the possible variables that can impact the shopping modes. They are represented in order not to present a partial model. We are equally not investigating relationships in the study. The schema is shown in Figure 1.

**Figure 1: Conceptual Framework**



Source: Researcher's conceptualization

## Methodology

Descriptive and correlational design was adopted in the study. Agbonifoh and Yomere (1999) opine that a correlational research design is necessary when it is impossible to manipulate some of the independent variables of interest. The study population consists of the totality of shoppers who are at least 18 years of age who use both shopping modes in Benin City, Edo state. The estimated population of Benin City above 18 years is 1,627,300 (National Population Commission, 2016).

We determined the sample size using Yamane's formula. The formula is given as:

$$n = \frac{N}{1 + N(e^2)}$$

Where: n = sample size; N= population=1,627,300; e = level of significance = 0.05

$$n = \frac{N}{1 + N(e^2)} = n = \frac{1,627,300}{1 + 1,627,300(0.05^2)} = 399.901 \approx 400$$

The formula shows that the sample size is four hundred (400). However, 500 questionnaire were administered in expectation of likely invalid or incorrect completion by respondents.

The sampling procedure used in the paper is a blend of simple random sampling, systematic sampling and convenience sampling. First, the official Independent National Electoral Commission, INEC wards adopted during election was the initial sampling units. In this connection, the official 2018 list of wards in Benin City was used. This list of wards was obtained from the INEC office in Benin City. Of the 25 wards in Benin City, ten wards were randomly selected. The second stage of the sampling process was the selection of houses using systematic sampling. The third was a convenience sampling of individual respondents from the houses selected in the second sampling stage. A questionnaire was administered in every fifth house along each street in the areas selected on the first cooperating adult encounter in each house. A situation whereby the first adult encounter refuses to cooperate or has no knowledge of online shopping; it was administered on the next willing adult available in the same premises.

The instrument of data collection in the study was questionnaire. The 27-item instrument was divided into three (3) parts. The first part which is section A was a covering letter, the second part, that is, section B captured respondents selected demographic and socio-economic characteristics such as gender, occupation, age, educational qualification and income. The third part of the questionnaire which is section C contained items measuring traditional and online shopping convenience respectively.

Shoppers' perception of retail convenience was measured using an adapted form of SERVCON scale developed by Seiders et al. in 2007. The perception index (mean score) for each of the variable was computed on a measure of five-point beginning from strongly agree to strongly disagree. Each respondent's score on access, search, transaction and possession convenience was computed by taking his/her mean score for the total number of items measuring the variable. The higher the mean scores, the more positive the shopper's perception of shopping convenience and vice versa. A score of five (5) indicates very positive perception by shoppers while a score of one represents the lowest or most negative perception by shoppers. More specifically, a score of less than (3) denotes a negative perception while a positive perception is denoted by scores above three (3). A score of three (3) denotes average or neutrality.

## Results

### Shoppers' Perceptions of Access Convenience in Online Shopping and Traditional Shopping

The objective here was to investigate whether differences exist in shoppers' perceptions of access convenience in online and traditional shopping. The mean access convenience scores for online and traditional shopping are presented in Table 1. The outcome shows that across all the five variables measuring access convenience, the perception indices were higher for online shopping than for traditional shopping. The variable with the highest mean score for online shopping is 'the opening hours of the shops are convenient' (4.46). 'The stores are not crowded' was rated second best (4.22). This was closely followed by 'ease of accessing the products' you need (4.16) and 'a wide variety of products that I need are available in these shops' (4.15) in the third and fourth places in that order.

Similarly, all the variables measuring shoppers' perception of access convenience in traditional shopping are above average except 'stores are not crowded' (2.92). 'Ease of accessing the products you need had the highest mean score' (4.09), closely followed by 'ease of locating the shops' (3.88). The overall mean value of access convenience for online shopping (4.19) is higher than the mean for traditional shopping (3.67).

The t-test was performed to ascertain for significance of the differences in shoppers' perception of traditional and online stores. The t-statistic of -12.295 ( $p = 0.000$ ) reveals statistically significant variance between the perception of online shopping and traditional shopping at 5 per cent level of significance. This suggests that online stores are perceived in a more favorable light than traditional stores in terms of access convenience.

**Table 1: Shoppers' Perceptions of Access Convenience in Online Shopping and Traditional Shopping**

S/N	Statement	Traditional Stores		Online Stores		T	P-value	Decision
		Mean	Std. Dev.	Mean	Std. Dev.			
1	The opening hours of the shops are convenient.	3.84	1.025	4.46	0.845			
2	It is easy to access the products you need.	4.09	0.932	4.16	0.929			
3	A wide variety of products that I need are available in these shops.	3.66	1.130	4.15	0.951			
4	The stores are not crowded.	2.92	1.231	4.22	1.045			
5	It is easy to locate the shops.	3.88	1.005	4.03	1.058			
Overall mean and standard deviation for access convenience		3.67	0.693	4.19	0.623	-12.295	0.000	Sig.

Source: Author's field work

### Shoppers' Perceptions of Search Convenience in Online Shopping and Traditional Shopping

Four items were designed to measure shoppers' perceptions of search convenience in online shopping and traditional shopping. The search convenience mean scores are presented in Table 2. The results show that each of the variables measuring search convenience for online and traditional shopping had a mean score of 3.65 or above indicating that shopper's perception of search convenience in traditional and online shopping is high. However, the overall mean score of online shopping (4.23) is higher than that for traditional shopping (3.70).

The t-test was performed to test for significance of the differences in shoppers' perception of traditional and online stores. The t-statistic of -10.267( $p= 0.000$ ) indicates statistically significant difference between the perception of online shopping and traditional shopping at 5 per cent level of significance. This suggests that online stores are perceived in a more favourable light than traditional stores in terms of search convenience.

**Table 2: Shoppers' Perceptions of Search Convenience of Online Shopping and Traditional Shopping**

S/N	Statement	Traditional Stores		Online Stores		T	P-value	Decision
		Mean	Std. Dev.	Mean	Std. Dev.			
1	Products are well-organized or arranged.	3.82	0.989	4.34	0.859			
2	It is not difficult to locate the products that you need.	3.69	1.000	4.28	0.822			
3	Product sorting and classification is easy.	3.65	1.029	4.31	0.858			
4	It is not difficult to get the information that you need to make my purchase decision in the store.	3.72	1.116	4.15	0.973			
Overall mean and standard deviation for search convenience		3.70	0.813	4.23	0.725	-10.267	0.000	Sig.

Source: Author's field work

### Shoppers' Perceptions of Transaction Convenience in Online Shopping and Traditional Shopping

Our objective was to determine shoppers' perceptions of the transaction convenience in online and traditional shopping. The mean scores for transaction convenience of online and traditional shopping are presented in Table 3. The mean scores show that across all the four variables that make up transaction convenience, the perception indices were higher for traditional shopping than for online shopping except for only one variable relating to 'the speed of checkout process' where online stores had a mean of 3.98 and traditional stores had a mean of 3.90. The most positively perceived variables for traditional stores are 'the ease of concluding purchase' and 'effort required to pay for the product' with mean scores of 4.15 and 3.96 respectively. The overall mean scores for shoppers' perceptions of the transaction convenience in traditional shopping (3.93) is higher than that for shopping online (3.64).

To investigate the differences between shoppers' perceptions of the transaction convenience of online shopping and traditional shopping further, t-test was performed to test for significance of the differences in traditional and online shopping (see Table 3). The results show that the difference is statistically significant at the 5% level of significance ( $t = 5.346$ ;  $p = 0.000$ ), indicating that shoppers have a more favorable perception of transaction convenience in traditional shopping than online shopping.

**Table 3: Shoppers' Perceptions of Transaction Convenience of Online Shopping and Traditional Shopping**

S/N	Statement	Traditional Stores		Online Stores		T	P-value	Decision
		Mean	Std. Dev.	Mean	Std. Dev.			
1	The checkout process is fast.	3.90	1.124	3.98	1.065			
2	It is easy to return defective products after purchase to the store.	3.76	1.235	2.91	1.289			
3	It is easy for me to conclude my purchase.	4.15	0.886	3.89	1.026			
4	I do not have to make much of an effort to pay for the product	3.96	1.118	3.86	1.147			
Overall mean and standard deviation for transaction convenience		3.93	0.783	3.64	0.793	5.346	0.000	Sig.

Source: Author's field work

### Shoppers' perceptions of possession convenience in online shopping and traditional shopping

Two items were designed to measure shoppers' perceptions of possession convenience in online shopping and traditional shopping. The mean possession convenience scores are presented in Table 4. The mean scores show that the two variables designed to measure possession convenience for both shopping modes are positively perceived by shoppers except on the statement 'I get the product immediately after the payment' for online store that was negatively perceived by shoppers (2.66). The variable with the higher mean score in traditional shopping is "I get the product immediately after the payment" (4.62). It was closely followed by 'I am satisfied with the attitude and performance of delivery persons' (3.61). Perception of shoppers with the attitude and performance of delivery persons (3.86) in online stores is more favorable than that for traditional stores (3.61). The low mean score of 2.66 on 'I get the product immediately after the payment' in online shopping is not surprising because it is not possible to take immediate possession or delivery of products in online stores. The overall mean score for shoppers' perceptions of possession convenience in traditional shopping (4.09) is far higher than that of online shopping (3.24).

Further analysis conducted to examine the differences between shoppers' opinions of possession expediency in online shopping and traditional shopping using t- test shows that the difference is statistically significant at 5% level of significance ( $t = 15.905$ ;  $p = 0.000$ ), signifying that those who make purchases online have a more favorable perception of possession convenience of traditional shopping than online shopping.

**Table 4: Shoppers' perceptions of possession convenience of online shopping and traditional shopping**

S/N	Statement	Traditional Stores		Online Stores		T	P-value	Decision
		Mean	Std. Dev.	Mean	Std. Dev.			
1	I get the product immediately after the payment	4.62	0.779	2.66	1.313			
2	I am satisfied with the attitude and performance of delivery persons.	3.61	0.972	3.86	0.972			
Overall mean and standard deviation for possession convenience		4.09	0.765	3.24	0.914	15.905	0.000	Sig.

Source: Author's field work

## Discussion of Findings

The paper set out to investigate whether differences exist in shoppers' perception of retail convenience in online and traditional shopping. With respect to whether differences exist in shoppers' perceptions of access convenience in online and traditional shopping, the results show that across all the five variables measuring shopper perception of access convenience in both shopping modes, the perception indices were greater for online shopping than for traditional shopping. This is probably because online stores operate round the clock and can be accessed anywhere provided there is Internet connection. This finding is supported by the study conducted in the United States of America by Beauchamp and Ponder (2010) who found that online shopping had a mean score of 6.43 compared to traditional shopping that had a mean score of 6.09, indicating that shoppers have more favorable perceptions of access convenience in online shopping compared to traditional shopping. Similarly, the finding from this study also supports previous findings by Agbonifoh and Odia (2020) that shoppers have a favorable perception of access convenience in online shopping.

On shoppers' perceptions of search convenience in online shopping and traditional shopping, the results reveal that across all the four variables that make up shoppers' perception of search convenience, the perception indices were higher for online shopping than for traditional shopping. The overall mean score of 4.19 for online shopping and 3.67 for traditional shopping shows clearly that online shopping received more favorable perceptions of search convenience compared to traditional shopping. This result confirms an earlier finding by Beauchamp and Ponder (2010) that online shoppers have more favorable perceptions of access convenience in online shopping than that of traditional shopping. This finding supports Agbonifoh and Odia (2020) assertion that shoppers have a favorable perception of access convenience in online shopping.

Another notable finding is that a significant difference was recorded between transaction convenience in traditional shopping and online shopping with traditional shopping perceived to be more favourable. Traditional shopping performed better than online shopping in all the variables measuring transaction convenience apart from only one variable relating to the 'speed of checkout process' where online shopping had a mean of (3.98) ahead of traditional shopping (3.90). The finding from the study contrasts sharply with Beauchamp and Ponder's (2010) finding who found that online shoppers have more favourable perceptions of transaction convenience than traditional shoppers.

The finding in this study showed that the overall mean score for possession convenience in traditional shopping (4.09) is more favorably perceived than that for online shopping (3.24). The two variables that comprise possession convenience for both traditional and online shopping had mean scores of 3.61 and above except, for the variable relating to 'immediate possession or delivery of products after the payment'. This finding disagrees with Beauchamp and Ponder's (2010) results who reported that shoppers who shop online have favorable perceptions of possession convenience than traditional shoppers in the United State of America.

## Conclusion

Shoppers are more constrained by time than ever before and the development of shopper perceived convenience is, therefore, an important marketing strategy. The study has attempted to find out shoppers' perceptions of retail convenience in traditional and online shopping in Benin City, Nigeria. The findings revealed that online shoppers have a more favorable perception of access and search convenience than traditional shoppers. Likewise, traditional shoppers have a more favorable perception of the transaction and possession convenience than online shoppers.

However, there is still room for improvement in adding value to the retail experience of shoppers on the four (4) dimensions of retail convenience.

## Recommendations

Despite the contributions and implications of this work, it has some limitations and therefore offers opportunity for further research.

First, the study was restricted to Benin City. We recommend that future researchers should focus on other region of the country in order to give a deeper insight into the subject matter. Similarly, future efforts should concentrate on widening the scope of coverage by taking a step further to compare local online operators with foreign online operators to know if there are differences in shoppers' perceptions.

The SERVCON scale was used to measure shoppers' perceptions of retail convenience in traditional and online shopping in this study. We suggest that other models for measuring retail convenience should be used in future studies to measure retail convenience to see how this would affect the result.

Online and traditional retailers should embark on regular training of their employees to equip them with professional, technical, and interpersonal skills and knowledge that would help them to meet the expectations of shoppers and to perform their duties effectively. This will, in turn, improve the quality of services provided by online and traditional retailers and, by extension, lead to shoppers' convenience and satisfaction. In addition, effective supervision of employees that provide guidance and support for day-to-day activities would improve the quality of services provided by the employees.

Lastly, the dimensions that were used in this paper are access, search, transaction, and possession convenience. We suggest that future researchers should include other dimensions of retail convenience such as benefit convenience, post purchase convenience and decision convenience.

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